

PROJECT NUMBER: 2304
PROJECT TITLE: Flavor Development - New Products
PROJECT LEADER: Barbara G. Taylor
PERIOD COVERED: July, 1987

I. STUDIO (J. Pflueger)

A. Objective: To develop subjectively acceptable cigarettes with reduced sidestream visibility with flavor characteristics similar to Marlboro Lights.

B. Status: Flavor-Low non-menthol - Work is continuing by evaluating several new aftercut systems on the present blend.

C. MgO/Trim - To enhance the flavor subjectives of the 17mm model with MgO, several new blends were developed. Subjective evaluation of these blends are underway.

C. Plans: Selection of A/C and casing for full flavor model.

3rd quarter, 1987

II. LOW DENSITY ROD (V. Willis)

A. Objective: To develop a continuous process for the production of reduced density cigarettes.

B. Status: Samples of the individual blend components were subjectively evaluated. From the evaluations, an all-lamina blend was developed by the Leaf Department. Evaluations are presently underway to select the best pectin to be used on future models.

III. FOAMED BINDER (V. Willis)

A. Objective: To develop a binder system that would improve coal strength, decrease loose ends, and allow for possible weight reduction without adversely affecting the taste of the cigarette.

B. Status: Cigarettes containing the OBI apple pectin from Switzerland were made in the Cambridge Light configuration and subjectively evaluated. Significant differences were seen between the control and test samples.

IV. PROJECT OLIVE (R. Mitchell)

A. Objective: To develop a casing and aftercut system that simulates the subjective characteristics of Caster.

B. Status: Results from the Japanese Product testing showed that both Olive I and Olive II were preferred over Caster by Caster smokers.

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V. MERIT/GALAXY - JAPAN (R. Mitchell)

- A. Objective: To develop three new products for the Japanese market
- Merit-type, Kent-type and Tobacco/sweet-type.
- B. Status: All three models were completed and are being tested in Japan.

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